NUMBER 1
WINTER 1986

The L Ticket

"---COLLECTING THEME PARK MEMORIES"

Main Gate

WELCOME — Welcome to our very first issue of The "E" Ticket, "---Collecting Theme Park Memories." We think the time is right to communicate our enthusiasm within this fairly new area of fandom. We hope this newsletter will become a forum for all of us to share interest, and memories, about the theme parks.

Welcome

WHY CALL IT THE "E" TICKET? — There was a time when you carefully removed the best ticket in your Disneyland ticket book … the "E" ticket … and exchanged it for a ride on the **Jungle Cruise**, the **Mark Twain**, or maybe the **Pirates of the Caribbean**. These wonderful little coupons permitted you to enter the very best attractions in the park or, for that matter, in any park. For most of us, this particular thrill passed with ticket books and childhood. We hope to rekindle some of this innocent excitement by taking a nostalgic look at all theme parks, their memories, and collectibles. Disneyland will be the focus of this newsletter.

THEME PARK? — How's this for a definition? "An amusement park where rides, activities, and thrills are presented within an atmospheric environment. A place where your ride admission (especially if it's an "E" ticket) will carry you to another place or time."

A LITTLE HISTORY — There have been theme rides over the years at the World's Fairs and Expositions, but this hobby probably begins here in the heart of theme park country … Southern California.

July 17, 1955 — Walt Disney, going against roller-coaster tradition, opens Disneyland in Anaheim, changing family recreation forever.

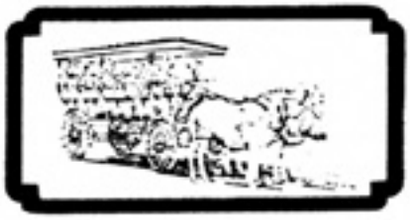
1956/1957 — Walter Knott & family add many western-theme attractions to their Berry Farm (first opened as a "ghost town" in 1940) and it became a kind of Frontierland annex (if you got your hand stamped).

July, 1958 — Pacific Ocean Park (previously operated as "Ocean Park") invests $16 million in a lavish remodeling, converting every ride to fit its oceanic South Seas motif.

1960s — Busch Gardens, Japanese Deer Park, Jungleland, and numerous other smaller theme areas sprout up, with even the local miniature golf courses emulating Fantasyland. Eventually the phenomenon grows to encompass the nation, and the world ... but that's another story.

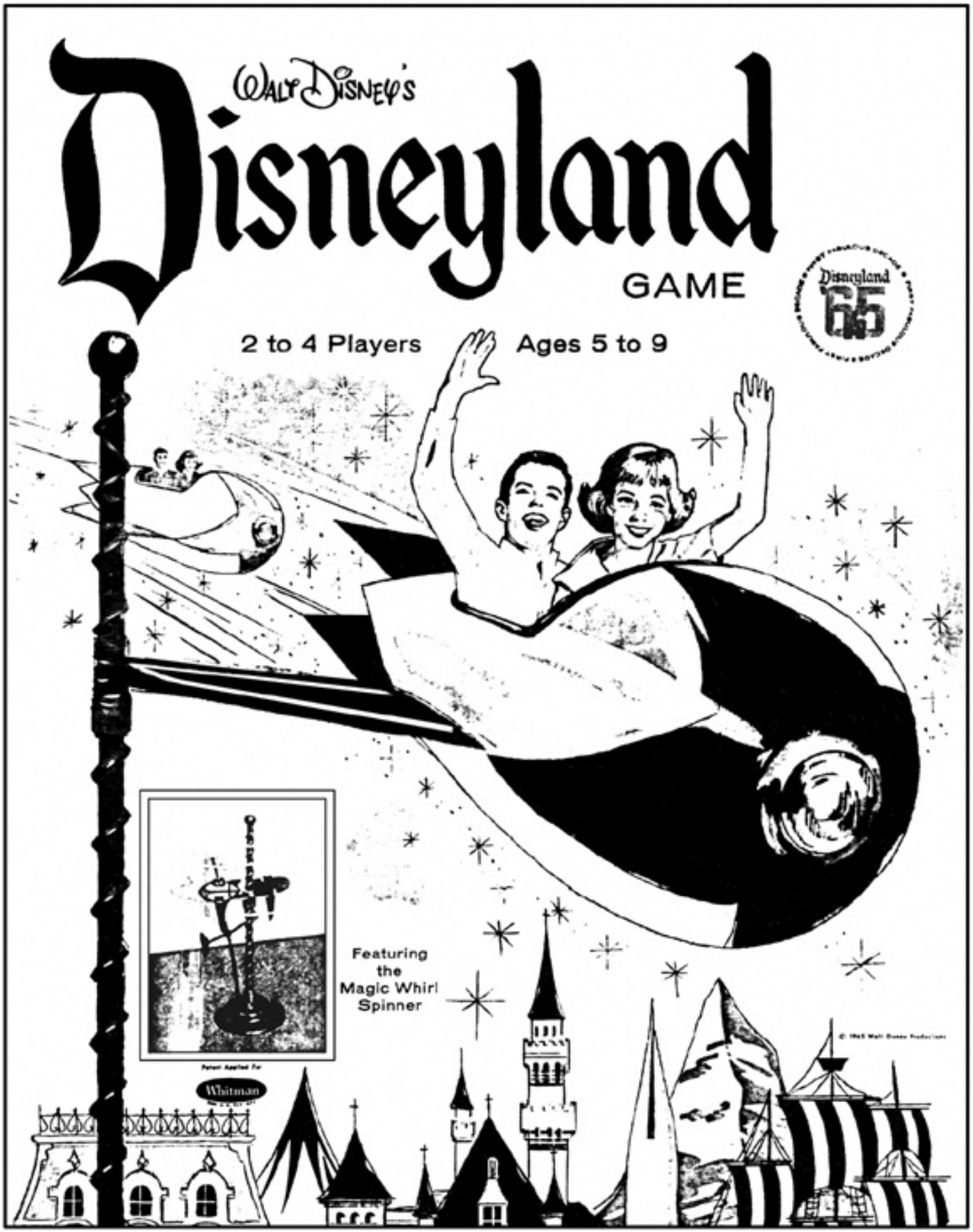
FRONTIERLAND

KNOTT'S
BERRY FARM
& GHOST TOWN



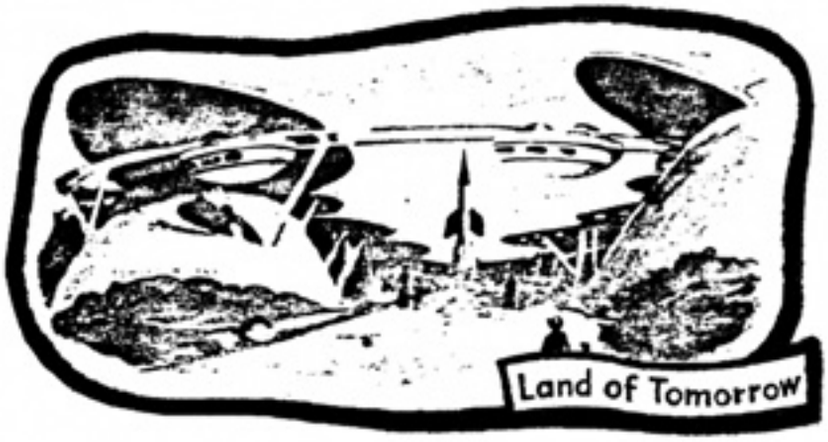
TOMORROWLAND

COLLECTING MEMORIES — Most collectors in other areas of interest search for collectibles because of scarcity (like a complete Mickey Mouse Waddle Book) or for status (a Mr. Atomic tin robot) or even dollar value (Action #1 is worth over $14,000 now). We think fans are beginning to care about souvenirs and memorabilia from Disneyland, etc., for a more powerful reason … the desire to recapture some of the same positive feelings they felt when they first explored these lands of imagination.


Walt Disney's
Disneyland
GAME
Disneyland '65
2 to 4 Players
Ages 5 to 9
Featuring the Magic Whirl Spinner
Whitman

SHOWCASE

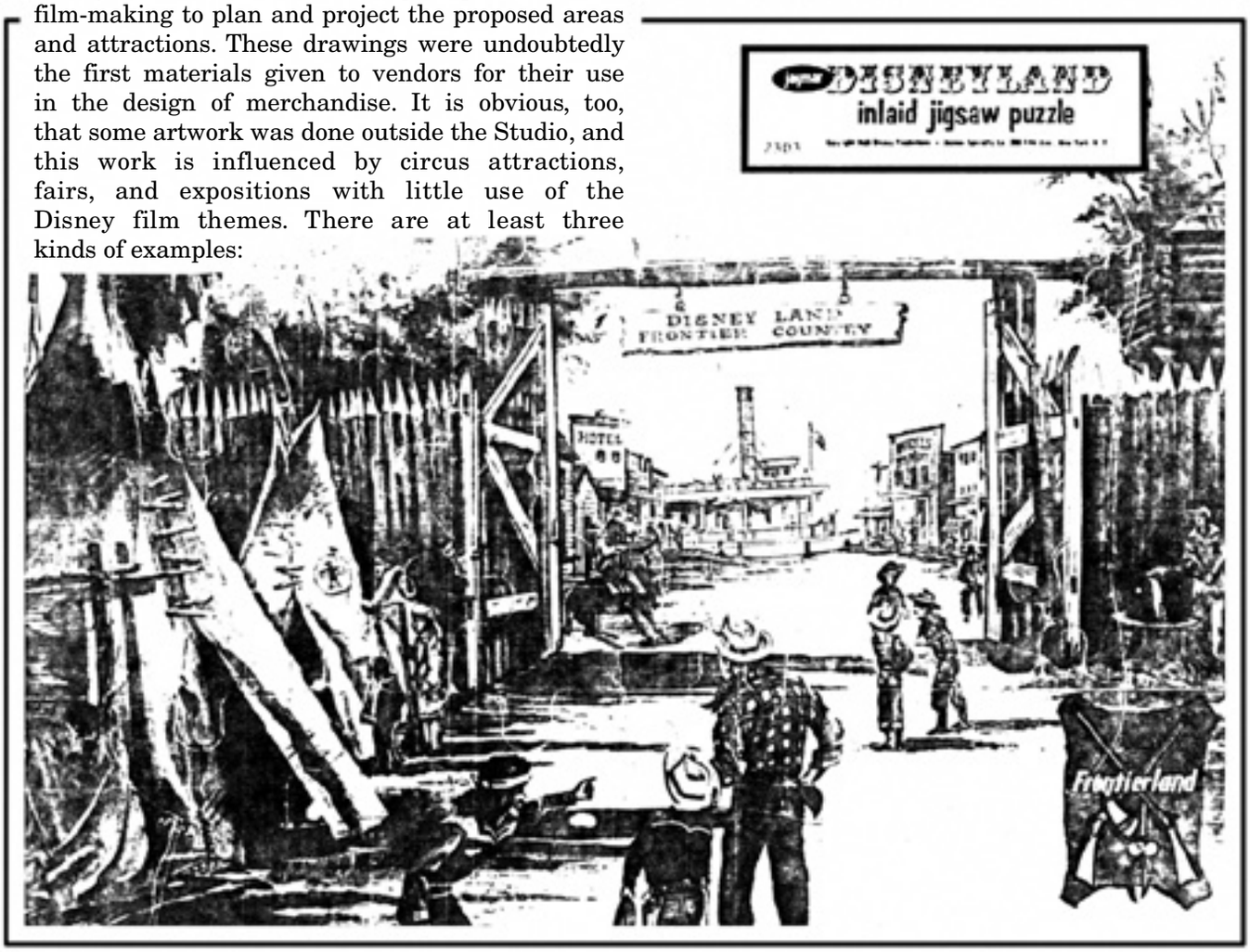
FIRST YEAR
DISNEYLAND COLLECTIBLES
— A SPECIAL CATEGORY —



The earliest Disneyland souvenirs, toys, and games are also the least accurate when compared to the Park after it opened. As collectors, we date our items by matching them to the proper time in Disneyland's history, but these pre-1955 articles often don't match at all. Through these "errors" we can see the planning process used by the Disney people and their licensed manufacturers during that frantic period leading up to Opening Day, July 17, 1955.

There is a storyboard quality to many illustrations used on the games and postcards from the first year. Disney used techniques proven in his film-making to plan and project the proposed areas and attractions. These drawings were undoubtedly the first materials given to vendors for their use in the design of merchandise. It is obvious, too, that some artwork was done outside the Studio, and this work is influenced by circus attractions, fairs, and expositions with little use of the Disney film themes. There are at least three kinds of examples:

Incorrect names on rides and attractions The Disneyland Game (Transogram) portrays a futuristic "Land of Tomorrow" on its box lid. An early Frontierland tray puzzle (Jaymar) taken directly from conceptual artwork, has a gate that reads "DISNEY LAND - FRONTIER COUNTRY." 1955 Disneyland stationery shows the **Mark Twain** with only the name "River Boat." Another notecard shows Main Street Station entitled "The Railroad Station," and has the train pictured facing the wrong direction—about to depart for Tomorrowland.



Unrealistic versions of areas and rides The lithographed metal TV tray (Liberty National) has the Main Street Station tower drawn on the incorrect side. First year artwork of the Disneyland Front Entrance consistently picture Mickey in profile below the train station … while later photos have him facing outward. One gameboard has a "Civic Center" building at the Hub of the Park, with the **Casey Jr. Circus Train** encircling all of Disneyland.

Many gameboards, including the Mickey Mouse Club Game In Disneyland (Whitman) and the Disneyland Electric Tours (Jacmar) show barges of kids cascading down a giant tongue sticking out of Monstro's mouth.

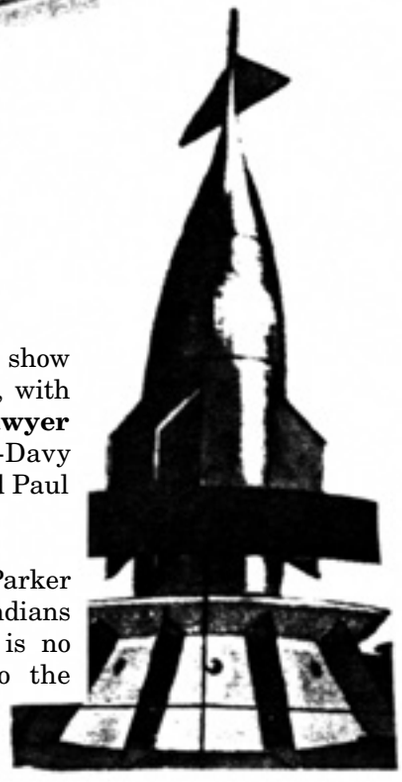
In Fantasyland, the **Sleeping Beauty Castle** seems to be correctly portrayed on most items, perhaps because it was designed first. The rocketship in Tomorrowland, however, is drawn in the three-stage *Man in Space* television show style.

© Disney Enterprises

DISNEYLAND

Frontierland sections of the first year maps show two riverboats plying the Rivers of America, with only southern mansions and trees on **Tom Sawyer Island**. Frontierland often appears pre-Davy Crockett, with Kit Carson, Daniel Boone, and Paul Bunyan given equal space.

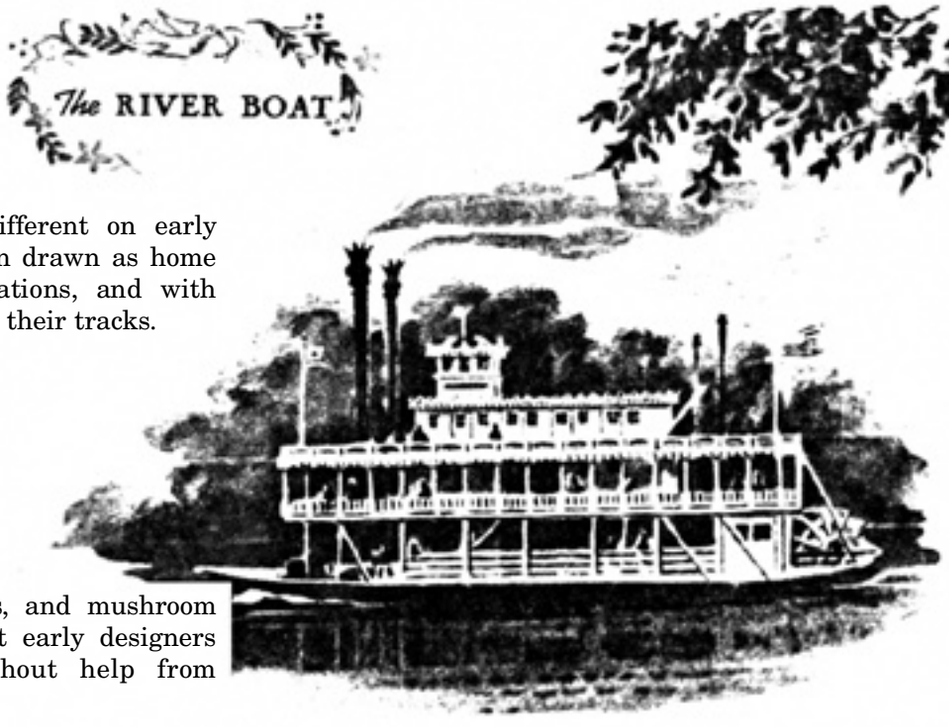
The Frontierland stockade, according to Parker Bros., is a small island in the ocean of Indians that infest the rest of Frontierland. There is no hint that it would really be the door to the largest theme area in Disneyland.



Rides and lands never actually built These "mistakes" are probably the most interesting of all. The tin map tray clearly shows an entire two-sided European street running parallel to Main Street, and another set of storefronts facing Adventureland. This backstreet myth is perpetuated as Edison Square and Liberty Street on '50s era souvenir maps. Also shown are networks of roads and byways going in circles where **Nature's Wonderland** and the **Matterhorn** would later be placed. The motto, "When in doubt, draw in a circus tent," must have been popular among the artists at that time, because they appear in different places around the park. One Fantasyland illustration shows a "Fairy Castle" and a "Snow Mountain." Was this a 1955 hint of the **Matterhorn** built four years later?

The Disneyland Electric Tours (Jacmar), one of the least accurate of the early games, offers an almost unrecognizable Disneyland. Its Frontierland consists solely of the adventures of Davy Crockett, complete with an Alamo. Fantasyland is dominated by Peter Pan and the Three Little Pigs romping through unique attractions such as "Crocodile Creek," "Indian Camp," and a **Dumbo** ride with upside-down elephants. Only the **Jungle Cruise** ride makes any sense at all.

These strange errors and fictional amusements are both interesting and fun ... and they show us what pre-1955 attitudes were like before Walt Disney altered recreation forever.



The theme area most wildly different on early items is Tomorrowland. It is often drawn as home to flying saucers and space stations, and with egg-like monorails dangling below their tracks.

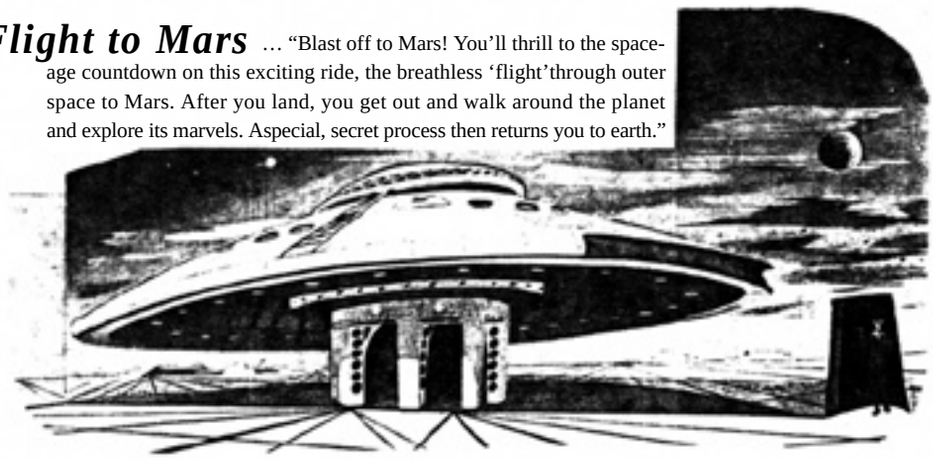
Missile launchers, energy beams, and mushroom shaped houses are evidence that early designers all felt free to speculate without help from W.D.P.

p.o.p. PASTIMES

"Join me on a royal tour of Pacific Ocean Park"…

Magic Carpet … "Fly with me on the Magic Carpet and we'll relive enchanting moments from famous fairy tales as we soar above delightful scenes from such childhood favorites as 'The Nightingale,' 'Hansel and Gretal,'and others."

Flight to Mars … "Blast off to Mars! You'll thrill to the space-age countdown on this exciting ride, the breathless 'flight'through outer space to Mars. After you land, you get out and walk around the planet and explore its marvels. Aspecial, secret process then returns you to earth."



Farewell…

"I hope that you've enjoyed your visit and will come back often. Each of us–people, fish, and animals alike –are dedicated to making your visits really happy ones, so that you'll join thousands of others in saying: 'Pacific Ocean Park is more fun than anything.' "

"Goodbye for now"…

“PRICELESS” SOUVENIRS

A Discussion

What happened to the Disneyland park giveaway? As a kid visiting Disneyland in the 1950s and ’60s, you could measure the success of your trip in many ways; how many rides you went on, how long you stayed; maybe even how often you managed to lose your parents. One of the best methods of grading was how many goodies you brought home. Some of these items cost money; others did not.

The Happiest Place on Earth has always been generous with its giveaways. These park premiums can be classified into three main categories: Sponsor advertisements, ride enhancements or promotions, and general giveaways to promote overall park attendance. This last category is a recent phenomenon associated with the “one price for everything” admission policy adopted in 1982. The great volume of merchandise—including watches, pins, cars, orange juice bars, plush toys, etc.—that has been generated in the last couple of years will certainly contain many future collectibles. The focus of this article, however, is the items from the 1950s, ’60s, and ’70s.

Sponsor advertisements with the Disneyland theme were especially abundant in the early years as a result of necessary concessions Walt made to ensure financial backing of his unproven project. The subsequent partnership between Disney and the sponsors is readily observed in items such as the **Golden Horseshoe Review** Pepsi-Cola Button,the Chicken-of-the-Sea Pirate Ship Party Kit (with masks, placemats, tablecloths, etc.). and a variety of restaurant menus prominently displaying

the Carnation, Aunt Jemima, or Frito logo. Money spent by these and other speculators to help build Disneyland has paid dividends at the bank and in the positive public image their companies have achieved by association with Disney.

The premiums from specific park rides are perhaps the finest examples of Disneyland give-aways. Although few in number, these items conjure up some of my best memories of Disneyland. I believe this type of item finally disappeared with the ticket book. The emphasis was no longer on the individual ride; it was on the total park. I realize, however, that with or without premiums, I've always gotten more than I paid for at Disneyland.

OPERATOR'S LICENSE No. 469901
DISNEYLAND
RICHFIELD AUTOPIA
RICHFIELD AUTOPIA
TOMORROWLAND
these are the cars of the future at...
Disneyland
This official Autopia Driver's License may be filled in and retained as a souvenir of your visit to Disneyland. It identifies you as an active member of the Richfield Autopia Safe Driving Club. It entitles you to friendly, courteous service at more than 4,000 Richfield stations in the West.
ADVENTURES IN Disneyland BY RICHFIELD
© Copyright, 1955, by Disneyland, Inc.

A 1957 Experience

As you wake up, your hand instinctively reaches for the Frontierland Confederate cap on your head. Last night your dreams had been filled with Disneyland, but the day before had been real—the cap proved that. Summer is almost over and school will start again in a couple of weeks, but all you care about this morning is the contents of the Main Street Emporium bag you've dumped out on the bed.

This year money was a little tight. All Dad bought for you was the cap and the new *Disneyland Souvenir* book. At the time of purchase, you failed to mention that it looked just like the one from last year in the bottom drawer of your dresser. The new one does say "1957" in the corner … Maybe the inside is different.

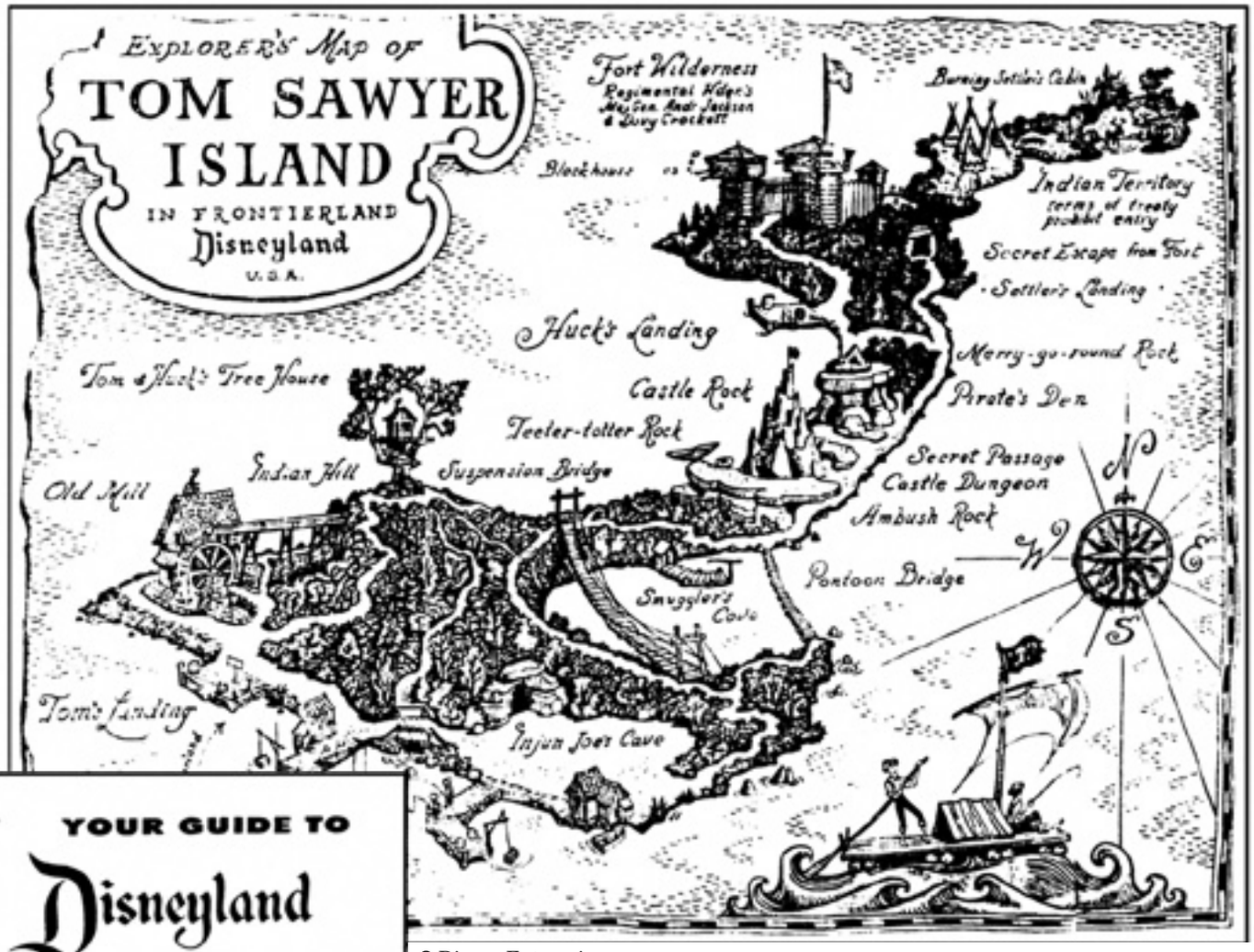
Just because Dad had the cheaps doesn't mean you didn't bring home treasures. There's the Red Wagon Inn souvenir menu with the Casey Jr. hamburger you had for lunch listed right in the middle; the post cards, booklet and vitamins from Upjohn Pharmacy; and the Pepsi button from the Golden Horseshoe Review. Here's the *Dutchboy Coloring Book* from the Our Future in Colors exhibit in Tomorrowland. Maybe it wasn't the best thing you did yesterday, but it was fun to mix colors on the color wheel. The Richfield *Adventures in Disneyland* comic book you got at the **Autopia**, complements the Autopia Operator's License now carefully tucked into the secret compartment of your Davy Crockett wallet.

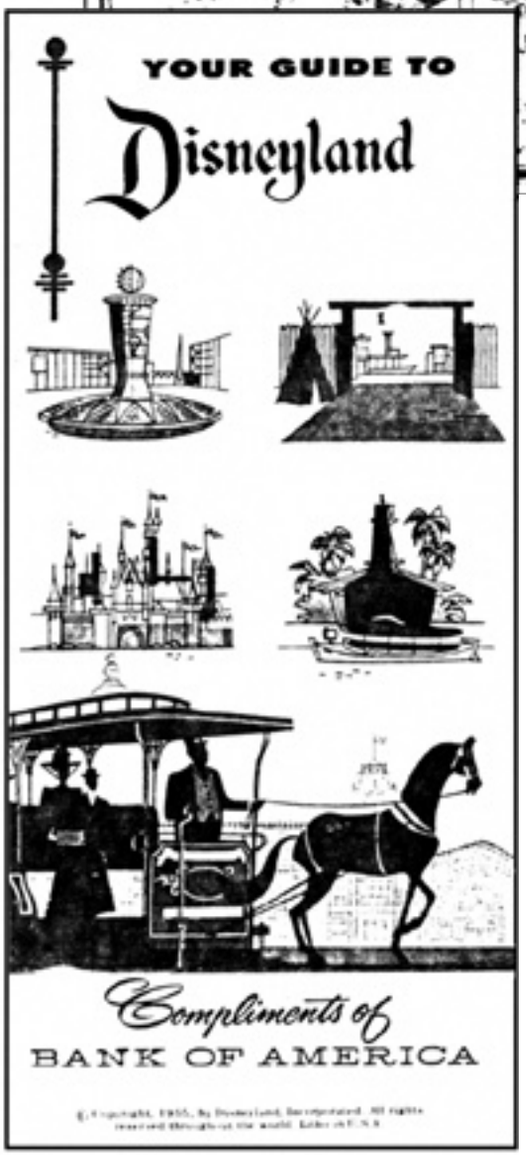
While you like the items from the exhibits and restaurants a lot, these last two Autopia acquisitions represent the freebies you value most, items that are given out at the actual Disneyland rides. You relive the previous day's excitement as you lovingly hold the **Mark Twain** Pilot's Certificate to the light. The delicate border, fancy script and carefully etched depiction of the steam ship combine to create a thing of beauty on parchment.

In accordance with the Act of Congress, approved Aug. 30, 1852.
S. S. MARK TWAIN
PILOT'S CERTIFICATE.
The undersigned, Inspector for the District of Frontierland, Certifies that:
having been by them this day duly examined, touching his qualifications as a PILOT of THE S. S. MARK TWAIN, is a suitable and safe person to be intrusted with the power and duties of Pilot of this Steam Boat and do license him to act as such for one year from this date, on the following rivers, to wit: THE RIVERS OF AMERICA IN FRONTIERLAND, DISNEYLAND.
Given under my hand, this _____ day of _____ 19____
Walt Disney
Commodore

The three good fairies watched over the little Princess night and day to protect her from the evil Maleficent.

Your booklet from the newly opened **Sleeping Beauty Castle** interior not only revives the memory of that structure; it also increases your desire to see the upcoming animated feature the exhibit promotes.





© Disney Enterprises

You've put off till last looking at the prize of the day. It was worth the look of reproach you got from Mom when you grabbed four maps of **Tom Sawyer Island** from the little wooden box on the raft. She must have understood, though, because she smiled as they disappeared into the bag. No need to look at a map to get around this island! Maps weren't available yet when you spent half the day last year exploring the caves, rocks, and buildings on this child's version of Eden. Last year you might have used a map for its intended purpose—this year it affords you a method of taking the island home to enjoy later.

As you gaze at the **Tom Sawyer Island** map you can almost feel the sway of the suspension bridge and smell the dusty cool air that permanently resides within Injun Joe's cave. God, you wish you were back there now. This isn't the last time these words pass through your head. In the days to follow—school, Halloween, Christmas—every month or two that map comes out of the bag to inspire a mixture of memory and fantasy that is the best part of childhood.

The "E" Ticket EMPORIUM

Send correspondence to:

The "E" Ticket
P.O. Box 800880
Santa Clarita, CA 91380-0880

– – OF INTEREST – –

"....SO THIS GUY WOULDN'T SELL UNLESS I TOOK THIS JUNK TOO. WHAT AM I GOING TO DO WITH THIS STUFF!"

WHAT NEXT? — As you can see, this is only a beginning. We have many stories to write, ads to run, collectibles to describe, and memories to relate … but we need to know if you're with us. This first issue was mailed to the local collectors we know are interested in our topic. You (YES YOU!!) must do the following to ensure that The "E" Ticket #2 is produced:

1) Send us, right now before you forget, a stamped (44¢ postage) self-addressed envelope … we will mail issue #2 of The "E"Ticket when it's ready.

2) Show The "E"Ticket #1 to someone else who cares about theme parks and encourage them to send us an SASE right away for issue #1 while we have them.

3) Drop us a note (or even a real letter) with your opinions and ideas. We need feedback about this issue and the hobby in general.

4) Send in an advertisement (FREE) for items you are looking for, along with any you may have for sale or trade.

Once again, WELCOME to The "E" Ticket #1.

The "E" Ticket
P.O. Box 800880
Santa Clarita, CA 91380-0880